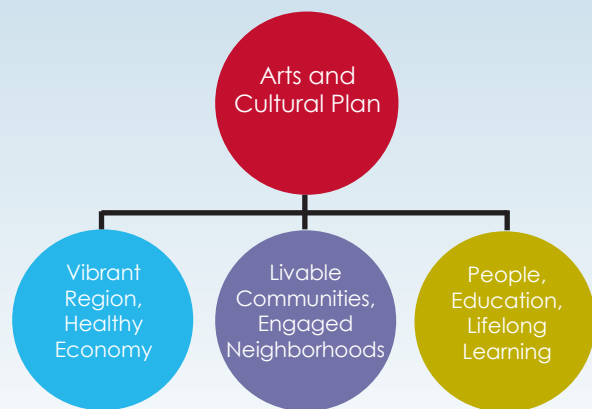


Our Vision

Roanoke is a vibrant and prosperous community where innovation in arts and culture engages people in all aspects of life while contributing to sustained economic growth and development.

Since City Council's 2011 adoption of the Roanoke Arts and Cultural Plan, the Roanoke Arts Commission has tracked our community's outcomes. Community partners including energetic neighborhood organizations, entrepreneurial artists and spirited cultural organizations have advanced the plan's strategies to make Roanoke a better place to live. We're pleased with our progress. We're inspired to do more.



A sector at work

- **\$24 million:** amount added to Roanoke's economy by arts and culture in 2012
- **\$11:** minimum spent in 2012 by each tourist visiting arts and cultural attractions
- **116:** jobs supported by the arts and cultural industry

Pushing us to do more —

Case Study: Parks and Arts

- **\$90,000:** new grant dollars leveraged
- **2,700:** new arts patrons served
- **118:** local and regional artists and performers at work

Aligning local resources for collective impact

- **23:** local organizations funded to implement goal strategies in 2013
- **\$281,220:** awarded in implementation-related grants
- **35:** new collaborations across organizations

Information

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Cover Photo: Students from the Music Lab at Jefferson Center perform at Parks and Arts.



ARTS and CULTURAL PLAN

Progress Bulletin No. 2
Spring 2014



Vibrant Region, Healthy Economy



More than 150 attended a summit on sustainable funding for arts and culture in October 2013.

- City grants restructured to implement plan recommendations
- Office of Arts and Culture established within city government
- Cultural community convened at sustainable funding forum, leading to Council support for a public/private arts and culture endowment
- Mini-grant supports Sister Cities artist exchange

"Arts and culture are alive and well in Roanoke and the Blue Ridge Mountains. With numerous museums and performing art centers – including opera, ballet, the symphony, adult and children's theatre – this area of the country supports the arts."

– Women's Focus, Early Fall 2013, "Road Trip" By Carol M. Lujano

Livable Communities, Engaged Neighborhoods



Southwest Virginia Ballet student performs at Parks and Arts.

- Neighborhood grants expanded to include arts and cultural projects
- National Endowment for the Arts grant leveraged for Parks and Arts initiative, pushing arts activities into neighborhood parks
- Collaborative public art projects developed in collaboration with Hollins University, Valley Metro and Roanoke City Libraries
- Implementation mini-grant supports Garden City mural project

People, Education, Lifelong Learning



Science Museum of Western Virginia education programs are supported through Arts Commission-advised grants.

- Arts and culture linked to other participatory activities with art on the greenway in Vic Thomas Park and the Art by Bike tour
- Visual and performing arts instruction in area schools supported through RAC-advised grants
- Painted Snowplow project implemented with Roanoke City Schools and the Public Works Department

The City of Roanoke's Arts and Cultural Plan was named "Outstanding Plan, Comprehensive Plan Element" by the American Planning Association, Virginia Chapter.